



**JOB DESCRIPTION:** Sales Development Representative

**DEPARTMENT:** Sales

**DIRECT REPORT:** Director of Sales

### **JOB OBJECTIVES:**

The Sales Development Representative (SDR) is responsible for generating potential leads, soliciting potential customers, facilitating the sales process, and connecting customers with the right resources within NEWCOM. The SDR is responsible for attaining company sales goals set by the CEO and Director of Sales with well-researched information about target prospects. The SDR is responsible for outbound sales prospecting and is comfortable making sales calls over the phone as well as in person. Additionally, will be expected to conduct demonstrations through web meetings, trade shows/conferences, and face-to-face with clients and prospects. SDR will be provided clear direction and metrics during orientation and will work with the Director of Sales to outline a plan and strategy for the current calendar year.

### **RESPONSIBILITIES:**

- Responsible for developing sales strategies to draw in potential buyers or to solicit new potential customers.
- Displays good organization in gathering customer and market information to deliver designed specifications with the variation in prices to solve customer needs.
- Initiating contact with potential customers through cold-calling or responding to inquiries generated from advertisements.
- Creating relationships with customers to identify their potential needs and qualify their interests and viability to drive sales.
- Responsible for attending exhibitions, trade shows, and events to sell and promote products.
- Presenting product information to customers once you have identified their needs.
- Moving solid leads through the marketing funnel, connecting them to a salesperson, and arranging in-person meetings, emails, or phone calls.
- Follow up with potential customer who expressed interest but did not purchase any goods or services.
- Develop new opportunities by performing regular follow-up calls or emails and facilitating communication with existing customers to ensure their satisfaction and identify new potential needs.
- Collaborating with Sales Executives to ensure the company's goals and targets are met.

- Report sales progress and forecast updates to Director of Sales.
- Participate in weekly sales calls with the team and proactively share updates.
- Adheres to all company policies, procedures, and business ethics and code of conduct and ensures that they are communicated and implemented within the company.

#### **RELATIONSHIPS AND ROLES:**

- Expected to represent company, and be knowledgeable of the services and products
- Make initial customer contact through visits or calls – “Hunter”
- Follow-up with NEWCOM customers to ensure high levels of client satisfaction
- Maintain contact with customers to grow NEWCOM business – “Farmer”
- Demonstrate ability to interact and cooperate with all company team members
- Ensure correct usage of CRM and other sales applications
- Set examples for team members in areas of personal character, commitment, organizational and selling skills, and work habits
- Participate and complete product training per company yearly goals

#### **SPECIFICATIONS:**

- Bachelor’s degree preferred in sales, marketing, business, or related field.
- 3-5 years minimum business/sales/administrative experience preferred
- Strong business and sales related knowledge
- Strong communication (telephone etiquette), interpersonal, teamwork, and customer service skills
- Successful completion of coursework in sales techniques, marketing, and communication may be advantageous
- Able to maintain a good work-life integration, time management, and analytical skills
- Highly motivated self-starter, proactive, and can work as a team and independently on tasks
- Proficient in all Microsoft Office products and computer literacy skills
- Adaptable and reliable to work from home by adhering to the company policy
- Capable to thrive in today’s competitive market
- Willingness to travel and work in a global team of professionals, 20% travel
- Able to operate in a fast-paced and changing market environment
- Experience with Salesforce CRM (lightning preferred)